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## For Immediate Release

### **Enamore Products Enters Mobile Accessory Industry With Patented New Product**

*The accessory company introduces Screenflair, a line of colorful smartphone screen protectors.*

**Sioux Falls, SD (October 24, 2017)** —Enamore Products has announced the launch of Screenflair, a new line of colorful and reusable screen protectors for smartphones such as the iPhone 8 and Samsung Note 8. The patented screen protectors let customers personalize the front of their smartphones with unique graphics and artwork, while still safeguarding their device.

Screenflair offers original designs that go around, and even on, the screen and can be easily swapped out. Graphics on the screen have a transparent quality and mostly fade to the background when the screen is on, adding a unique accent to someone's favorite apps and websites.

"We're reinventing the role screen protectors play on our smartphones," said Randy Cowan, President and Owner of Enamore Products, headquartered in Sioux Falls, SD. "We're taking it beyond protection; now it's also about style and personalization."

Each protector is custom-fitted to the specific smartphone model and won't leave behind residue after it's removed. Screenflair provides protection to prevent scratches, smudges, and everyday wear and tear to the front of the device.

"We spent a long time looking for the right product material," said Cowan, who started Enamore Products earlier this year. "We finally found something that is strong, durable, and even reusable, so someone can swap out designs whenever he or she wants."

While Screenflair is only available online for now, Cowan said he hopes to eventually get it into retail stores. The company has already had discussions with one national retailer about carrying the product.

The screen protectors will be available for most major smartphone models including the iPhone and Samsung Galaxy series, and will cost less than \$10. For more information, visit [screenflair.com](http://screenflair.com).

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#### **About Enamore Products:**

Enamore Products is a mobile accessory company focused on producing high-quality, innovative protection solutions. Headquartered in Sioux Falls, SD, Enamore Products leverages its manufacturing experience to combine design and durability, creating accessories that will help customers protect in style. For more information, visit [www.screenflair.com](http://www.screenflair.com).

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